

**ZT-15-2008**  
**West Valley City**

This is a proposed amendment to Section 11-7-101 of the West Valley City Municipal Code regarding face changes in freeway-oriented pole signs.

**Issues:**

Currently, face changes in pole signs are considered an alteration, which requires conformance to the provisions of the Sign Ordinance. One of the provisions is that pole signs are not permitted on properties that are less than 10 acres. Therefore, if there is a business with a freeway-oriented pole sign located on a property with less than 10 acres they are not able to make a sign face change without removing the pole and replacing that sign with a monument sign. Typically freeway-oriented businesses, i.e. hotels, are businesses that need to be seen from a distance so people know when to exit the freeway to make it to their destination. Therefore, staff is proposing to allow face changes in existing freeway oriented pole signs with the following amendment:

**11-7-101. ALTERATIONS.**

A conconforming sign shall not be altered, reconstructed, raised, moved, placed, extended, or enlarged, unless said sign is changed so as to conform to all provisions of this Title. All alterations shall require conformance to the provisions of this Ordinance including any physical changes to the sign panel or the sign cabinet itself. Face changes in multi-tenant signs, freeway-oriented pole signs, normal maintenance/repair, and copy changes in signs previously approved by the City with a changeable copy feature are excluded. Further exclusions include any architectural enhancements to existing multi-tenant pole signs in conjunction with a building façade remodel. The building façade remodel must be at least 25% of the front façade of the building. Overall height, size, and shape of the sign shall not be increased. Any sign that is located within or projects into the existing public right-of-way shall be made conforming when an alteration occurs.

**Staff Alternatives:**

Approval, subject to the resolution of any issues raised at the public hearing.

Continuance, to allow for the resolution of any issues raised at the public hearing.

**Applicant:**

West Valley City

Jody Knapp presented the application.

There being no further discussion regarding this application, Chairman Woodruff called for a motion.

**Motion:** Commissioner Matheson moved for approval, subject to the resolution of any issues raised at the public hearing.

Commissioner Mills seconded the motion.

**Roll call vote:**

Commissioner Conder	yes
Commissioner Matheson	yes
Commissioner Mills	yes
Chairman Woodruff	yes

**Unanimous - ZT-15-2008 – Approved**